

Jefferson County Fair Park
December 6, 2012

The Jefferson County Fair Park Committee met on Thursday, December 6, 2012 at 8 a.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Blane Poulson, Greg Torres, Matt Foelker and Paul Babcock, Fair Park Director David Diestler, Fair Park Supervisor Roger Kylmanen, Secretary Gail Zastrow, Office Assistants – Amy Cielinski and Alex Hein; Administrator Gary Petre and County Board Chair John Molinaro. Let the record show that a quorum is present – no one absent, meeting duly noted and the door open.

Public Comment: No one present

Agenda: OK as presented

Minutes: Paul Babcock made a motion to accept the minutes for October 24. Greg Torres seconded. Motion carried.

Communications: nothing received

Presentation & Discussion of Social Media Plan to Direct Market Audience: Presentation done by Amy Cielinski and Alex Hein outlining Social Media beyond Face Book. Greg Torres made a motion to take the presentation to Administration and Rules Committee for approval. Blane Poulson seconded. Motion carried.

2012 Financial Status: Some events are slow with making payment and a discussion should be addressed to possibly implement an over 60 day's finance policy.

2013 Fair: Saturday night music for the grandstand is tentative, but should be done; Friday night music is still being worked on. Most of the bands for the Entertainment Tent are secured. Also, we are still working on the free standing entertainment.

Fair Park Director's Report: Did a quick Power Point of the winning entries at IAFE's media contest. Shared how busy and informative IAFE Convention was, met so many people and excellent contacts from all over. Dave passed around the rework of the map that will be used with the Vendor Contracts that go out the beginning of January. Signage for Highway 26 Bypass has been approved by the DOT, but the cost will be around \$20,000.

Fair Park Operations Report: Handed out report

Future Agenda Items: Fair 2013

Next meeting: Regular Meeting on January 3, 2013 and Wisconsin Association of Fairs convention January 6 – 9, 2013 in Wisconsin Dells

Being no further business, Greg Torres made a motion to adjourn the meeting. Blane Poulson seconded. Meeting adjourned at 8:55 a.m.